DETAILED ACTION

Response to Arguments

This is a response to the communication received on 1/21/09.

Information Disclosure Statement

The information disclosure statement (IDS) submitted on 6/17/08 and 2/25/09

have been considered by the examiner. See attached PTO-forms 1449.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as provided

by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be

submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview

with Len Linardakis on April 22, 2009.

This listing of claims replace all prior versions, and listing, of claims in the

application:

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Claim 1 (canceled)
Claim 2 (currently amended):  The computer-implemented method of
claim 10 wherein the searchable data structure is an inverted
index.
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Claim 3 (currently amended): The computer-implemented method of
claim 2 wherein the inverted index includes entries, each entry
including a term and one or more Web page identifiers.

Claim 4 (currently amended): The computer-implemented method of
claim 2 wherein the inverted index includes entries, each entry
including a term and one or more pairs, each pair including a
Web page identifier and a term count.

Claim 5 (currently amended): The computer-implemented method of
claim 2 wherein the inverted index includes entries, each entry
including a term extracted from advertiser Web pages and one or
more Web page identifiers that identify advertiser Web pages in
which the term appears.

Claim 6 (currently amended): A computer-implemented method
comprising:

    a) accepting, with a computer system including at least
    one computer on a network, a search query;
    b) searching, with the computer system, using information
    from the search query, a searchable data structure
    including advertiser Web page information to generate
    advertisement search results;
    c) accepting, with the computer system, the advertisement
    search results; and
    d) retrieving, with the computer system, automatically,
independent of end user acts, and responsive to the search
query, at least one advertisement using at least a portion of
the accepted advertisement search results,

wherein the at least one advertisement is retrieved from a
set of advertiser information, the set of advertiser information
including information identifying advertiser Web pages, and

wherein the searchable data structure includes
[[including]] advertiser Web page information that is generated
from information automatically extracted exclusively from the
identified advertiser Web pages without the need for expressly
entered advertiser entered targeting information.

Claim 7 (currently amended): The computer-implemented method of
claim 10 wherein each of the advertisement search results have a
score.

Claim 8 (currently amended): The computer-implemented method of
claim 7 further comprising:

    e) scoring, with the computer system, using at least the
    advertisement search result scores, at least some of the
    retrieved at least one advertisement.

Claim 9 (currently amended): The computer-implemented method of
claim 7 further comprising:

    e) scoring, with the computer system, using at least the
    advertisement search result scores and further using at
    least one of (1) ad performance information, (2) ad price
    information (3) advertiser quality information, and (4)
    user information, at least some of the retrieved at least
    one advertisement.

Claim 10 (currently amended):   A computer-implemented method
comprising:

    a) accepting, with a computer system including at least
    one computer on a network, a search query;

    b) searching, with the computer system, using information
    from the search query, a searchable data structure
    including advertiser Web page information to generate
    advertisement search results;

    c) accepting, with the computer system, the advertisement
    search results; and

    d) retrieving, with the computer system, automatically,
independent of end user acts, and responsive to the search
query, at least one advertisement using at least a portion of
the accepted advertisement search results,

    wherein the searchable data structure includes entries,
each entry including a term automatically and exclusively
extracted from the advertiser Web page information and one or
more Web page identifiers, and

    wherein the act of retrieving at least one advertisement
using at least a portion of the accepted advertisement search
results uses Web page identifiers included in the advertisement
search results to lookup an advertisement having a landing page
corresponding to at least one of the Web page identifiers.

Claim 11 (currently amended):   The computer-implemented method
of claim 10 wherein the Web page identifiers are used as lookup
keys to a database of advertisement information.

Claim 12 (currently amended): The computer-implemented method
of claim 10 wherein the at least one advertisement is not one of
the accepted search results.

Claims 13-22 (canceled)

Claim 23 (currently amended): A search engine system including
at least one computer on a network, the search engine system
comprising:

    a) a storage facility storing:

        1 [[a]]) a first index including information derived
        from Web pages of the World Wide Web; and

        2 [[b]]) a second index including information
        automatically derived exclusively from Web pages of
        advertisers without the need for expressly entered
        advertiser entered targeting information; and

    b [[c]]) a query processor programmed to accept (1) a
    search query, (2) obtain search results to the search query
    using the first index, (3) obtain advertisements,
    automatically, independent of end user acts, and responsive
    to the search query, using the second index, and (4) output
    the obtained search results and the obtained
    advertisements.

Claim 24 (currently amended): Apparatus comprising:

    a) at least one processor;

    b) at least one input device; and

    c [[a]]) a storage facility [[including]] storing:

        1) advertisement information including ads; [[, and]]

      2)   a searchable data structure including advertiser
      Web page information generated from information
      automatically and exclusively extracted from the
      identified advertiser Web pages without the need for
      expressly entered advertiser entered targeting
      information; <u>and</u>
      <u>3)   processor-executable instructions which, when</u>
      <u>executed by the at least one processor, perform a</u>
      <u>method including</u>
          <u>i)</u> [[b) means for]] generating search results
          using, at least, the searchable data
          structure[[.]]<u>,</u> and
          <u>ii)</u> [[c) means for]] providing one or more ads
          from the advertisement information,
          automatically, independent of end user acts, and
          responsive to the search query, using, at least,
          the generated search results.

Claim 25 (original): The apparatus of claim 24 wherein the
advertisement information includes records, each record
including an ad and an advertiser Web page identifier.

Claim 26 (original): The apparatus of claim 25 wherein the
advertiser Website information included in the searchable data
structure is derived from the advertiser Web page identifiers
included in records of the advertisement information.

Claim 27 (currently amended): The apparatus of claim 24 wherein
[[~~the means for~~]] providing one or more ads from the
advertisement information includes

        1) [[~~means for~~]] determining at least one Web page
        identifier from the search results, and

        2) [[~~means for~~]] looking up the one or more ads from
        the advertisement information using the determined at
        least one Web page indicator.

Claim 28 (currently amended): Apparatus comprising:

    a) at least one processor;

    b [[~~a~~]]) an input for accepting a search query; and

    c) one or more storage devices storing
    processor-executable instructions which, when executed by
    one or more processors, perform a method including

        1) [[~~b) means for~~]] searching, using information from
        the search query, a searchable data structure
        including advertiser Web page information to generate
        search results[[~~;~~]], and

        2) [[~~c) means for~~]] retrieving, automatically,
        independent of end user acts, and responsive to the
        search query, at least one advertisement using at
        least a portion of the accepted search results,
        wherein the at least one advertisement is retrieved
    from a set of advertiser information, the set of advertiser
    information including information identifying advertiser
    Web pages, and

        wherein the searchable data structure includes
    [[~~including~~]] advertiser Web page information that is
    generated from information automatically extracted

exclusively from the identified advertiser Web pages
without the need for expressly entered advertiser entered
targeting information.

Claim 29 (original): The apparatus of claim 28 wherein the
searchable data structure is an inverted index.

Claim 30 (original): The apparatus of claim 29 wherein the
inverted index includes entries, each entry including a term and
one or more Web page identifiers.

Claim 31 (original): The apparatus of claim 29 wherein the
inverted index includes entries, each entry including a term and
one or more pairs, each pair including a Web page identifier and
a term count.

Claim 32 (previously presented): The apparatus of claim 29
wherein the inverted index includes entries, each entry
including a term extracted from advertiser Web pages and one or
more Web page identifiers that identify advertiser Web pages in
which the term appears.

Claim 33 (original): The apparatus of claim 28 wherein the at
least one advertisement is retrieved from a set of advertiser
information, the set of advertiser information including
information identifying advertiser Web pages, and

wherein the searchable data structure including advertiser Web page information includes information extracted exclusively from the identified advertiser Web pages.

Claim 34 (original): The apparatus of claim 28 wherein each of the search results have a score.

Claim 35 (currently amended): The apparatus of claim 34 <u>wherein the method</u> further [[comprising:]] <u>includes</u>
        <u>3)</u> [[d) means for]] scoring, using at least the search result scores, at least some of the retrieved at least one advertisement.

Claim 36 (currently amended): The apparatus of claim 34 <u>wherein the method</u> further [[comprising:]] <u>includes</u>
        <u>3)</u> [[d) means for]] scoring, using at least the search result scores and further using at least one of (<u>i</u> [[1]]) ad performance information, (<u>ii</u> [[2]]) ad price information (<u>iii</u> [[3]]) advertiser quality information, and (<u>iv</u> [[4]]) user information, at least some of the retrieved at least one advertisement.

Claim 37 (currently amended): The apparatus of claim 28 wherein the searchable data structure includes entries, each entry including a term and one or more Web page identifiers, and
    wherein [[the means for]] retrieving at least one advertisement using at least a portion of the accepted search results uses Web page identifiers included in the search results.

Claim 38 (original): The apparatus of claim 37 wherein the Web
page identifiers are used as lookup keys to a database of
advertisement information.

Claim 39 (original): The apparatus of claim 28 wherein the at
least one advertisement is not one of the accepted search
results.

Claim 40 (currently amended): The apparatus of claim 28 wherein
[[~~the means for~~]] retrieving at least one advertisement does not
consider expressly entered targeting information.

Claim 41 (currently amended): The apparatus of claims 28
wherein [[~~the means for~~]] retrieving at least one advertisement
does not consider keyword targeting information.

Claim 42 (currently amended): The apparatus of claim 28 <u>wherein
the method</u> further [[~~comprising:~~]] <u>includes</u>
        <u>3)</u> [[~~d) means for~~]] generating a document including
        (<u>i</u> [[~~1~~]]) search results determined using the search
        query and a second searchable data structure, and (<u>ii</u>
        [[~~2~~]])the at least one advertisement.

Claim 43 (original): The apparatus of claim 42 wherein a format
of each of the search results is different from a format of each
of the at least one advertisement.

Claims 44-49 (canceled)

The following is an examiner's statement of reasons for allowance:

Claims 2-12, 23-43 are allowed.

Any comments considered necessary by applicant must be submitted no later

than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on

Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to DEBBIE M. LE whose telephone number is (571)272-

4111. The examiner can normally be reached on 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Tim Vo can be reached on (571) 272-3642. The fax phone number for the

organization where this application or proceeding is assigned is 571-273-8300.

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USPTO Customer Service Representative or access to the automated information

system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/DEBBIE M LE/
Primary Examiner, Art Unit 2168
April 23, 2009